

TWINBROOK METRO PERFORMANCE (TMP) DISTRICT

URBAN DESIGN MASTER PLAN GUIDELINES

DRAFT

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Introduction

TMP District Vision

Section 1.0



Current Reality

- Land uses and densities within the immediate vicinity of the Metro Station do not fully take advantage of the proximity to the Metro Station

Strategies

- Introduce significant new residential development into the Twinbrook District, oriented around – and taking advantage of the Metro station
- Integrate the residential development with commercial and retail uses to promote a more active district throughout the day and evening hours
- Focus increased density around the station and Rockville Pike

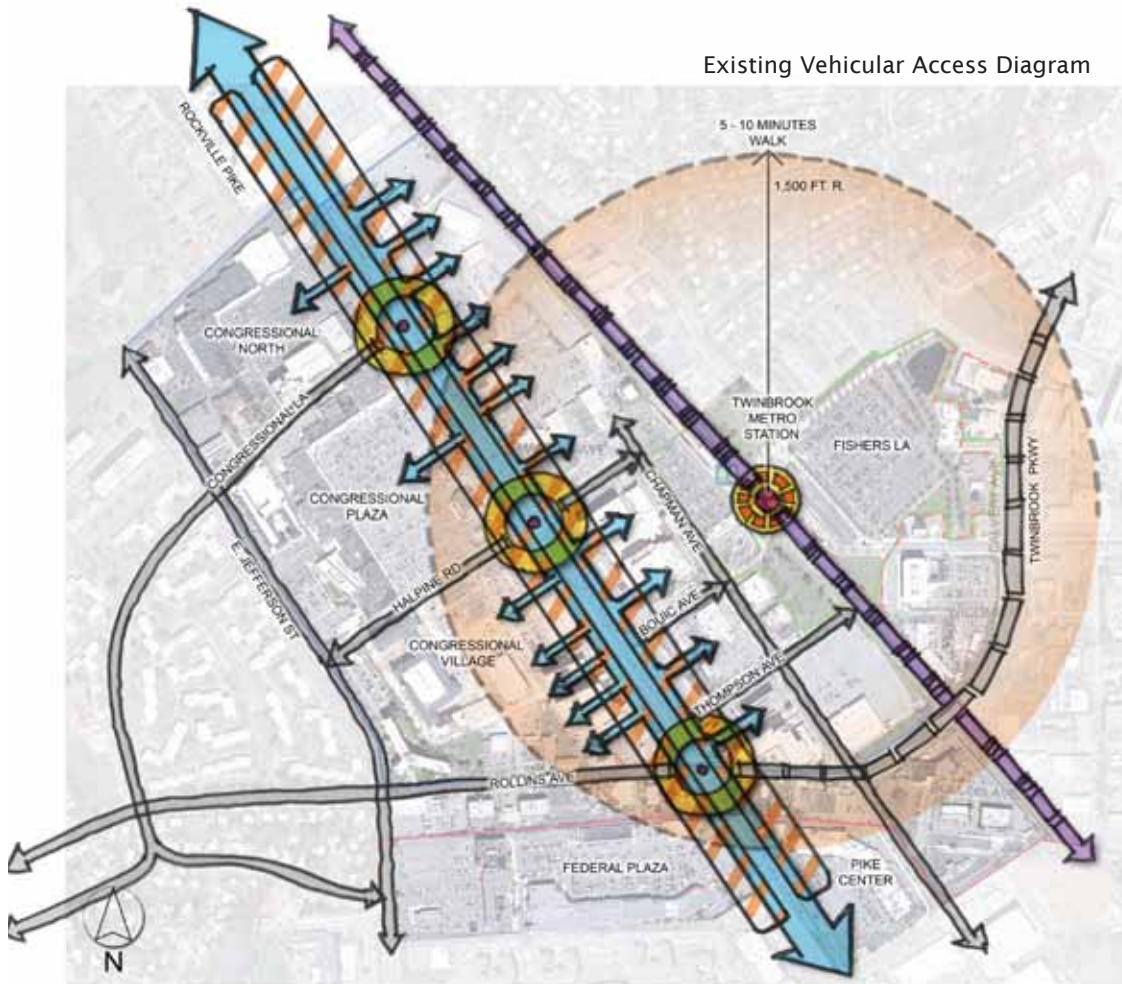
*Introduce a mix of land uses to the district
which will complement
and leverage the Metro Station*



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Twinbrook Today

Section 2.0



- Rockville Pike is a major barrier to the Metro Station
- The west and northeast sections of the district are isolated from the Metro Station
- Proximity to the Metro Station warrants more mixed land and uses and higher density
- Rockville Pike is the district's major commercial corridor, and its organizing spine, but it does not have a distinct image and access is problematic
- Streets and blocks are auto-scaled and not pedestrian-oriented
- No sense of arrival by car or by Metro
- No places for public gathering

*Majority of TMP District
is within a ten-minute walk of the Metro Station,
but access is not good*



Service drive along Rockville Pike



Rockville Pike



Halpine Road

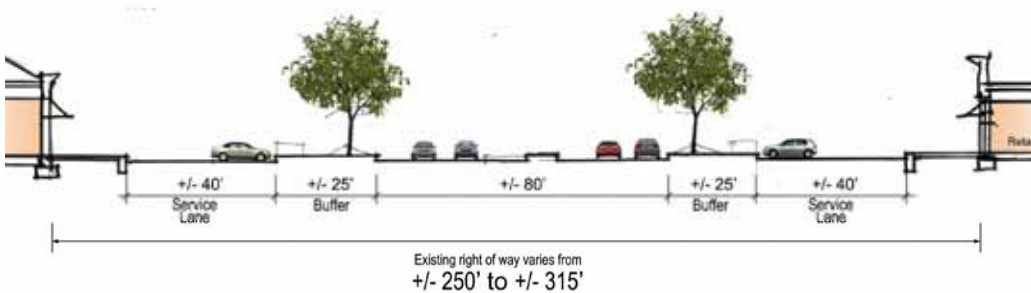
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Rockville Pike *Today*

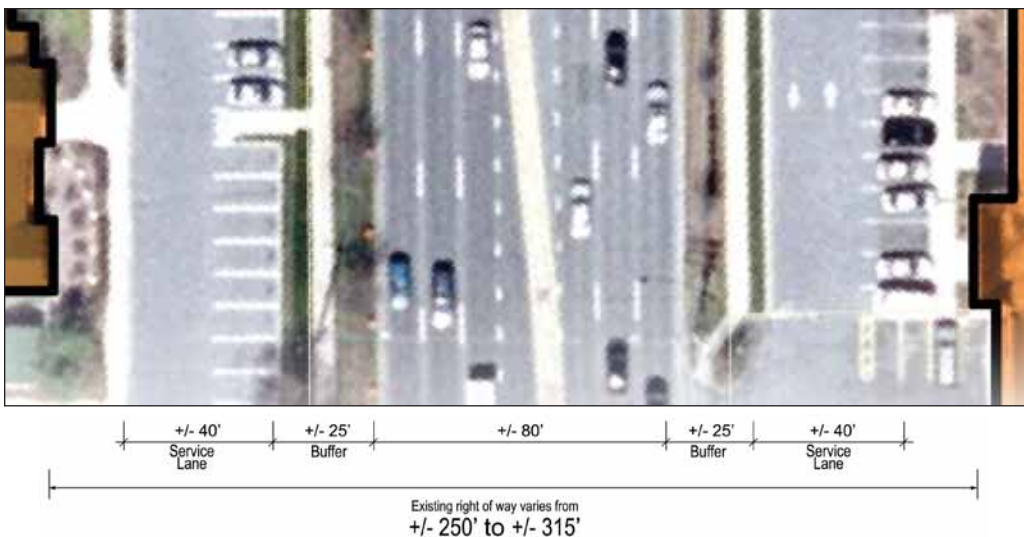
Section 3.0

Existing

- Does not have a distinct image
- Large distance between buildings and surface parking along its edge leave no sense of scale



Existing Rockville
Pike Section



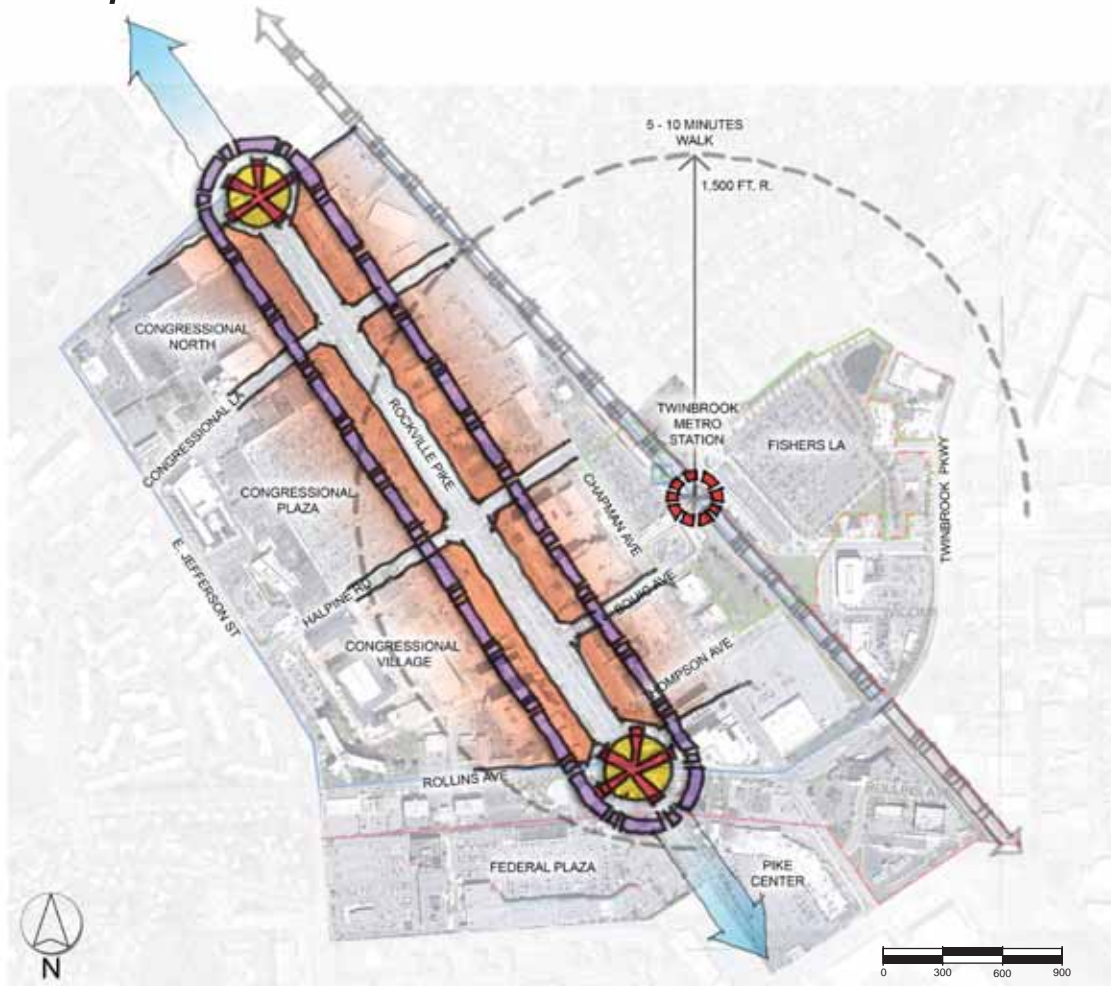
Existing Rockville
Pike Plan

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Principle 1

Improve Rockville Pike

Section 4.1.1



Current Reality

- Rockville Pike is the district's primary commercial corridor
- The section of Rockville Pike running through Twinbrook is indistinguishable from the rest of Rockville Pike
- Access onto Rockville Pike is confusing and inefficient

Strategies

- Coordinated service drive turnouts to provide more efficient and clearer access to and from Rockville Pike
- Create a new pedestrian environment along the edges between the side medians and new development
- Reconfigure as a grand boulevard without significantly altering the existing traffic configuration
- Organize taller buildings along the Rockville Pike Corridor

*Improve access to
and from Rockville Pike
and transform its image
to create an identifiable district*

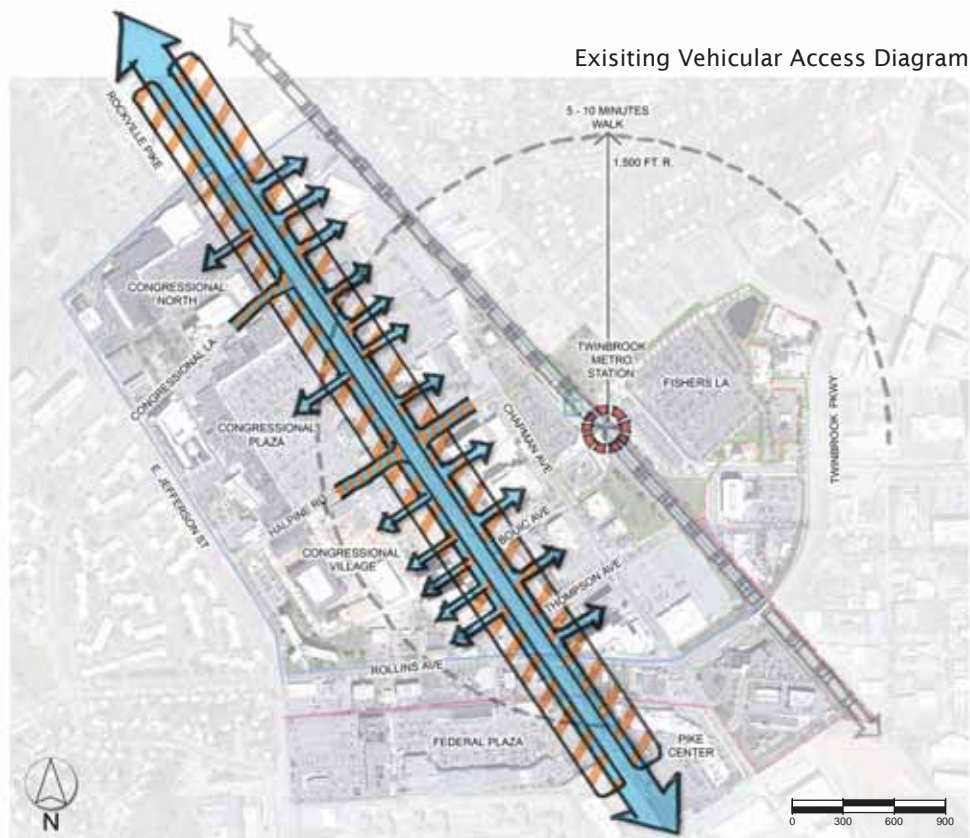


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Principle 1 (continued)

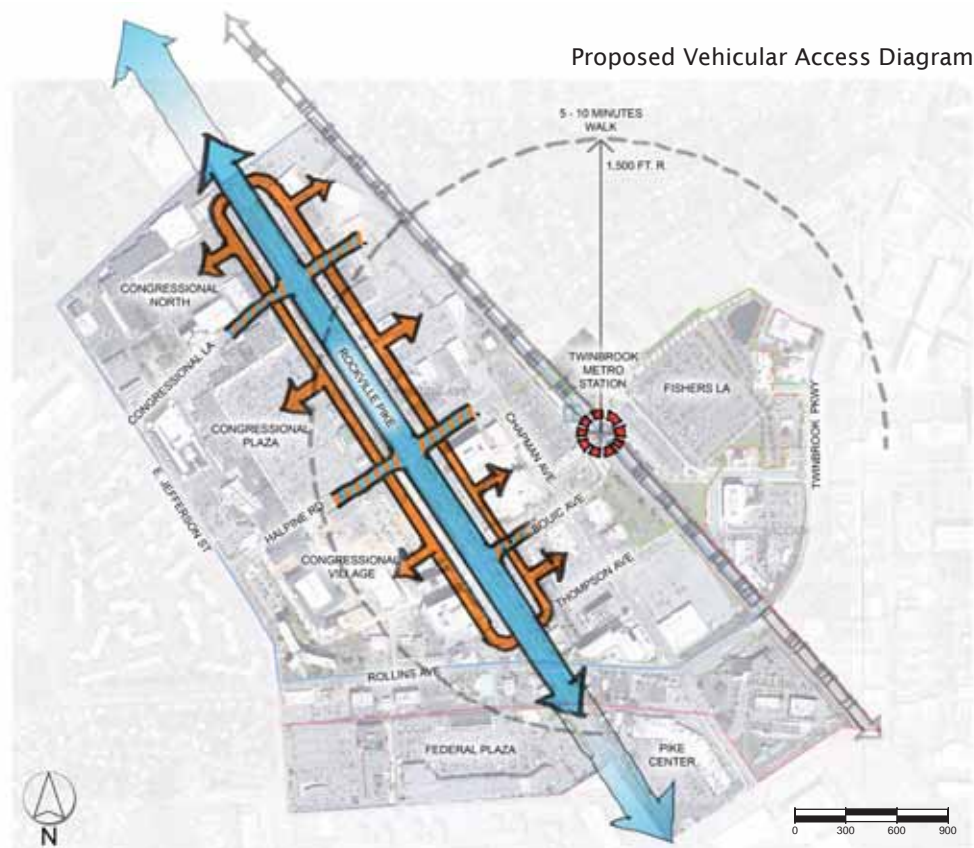
Rockville Pike: A New Image

Section 4.1.2



Existing Reality

- The district's major commercial corridor and its organizing spine
- Multiple curb cuts are uncoordinated making access problematic



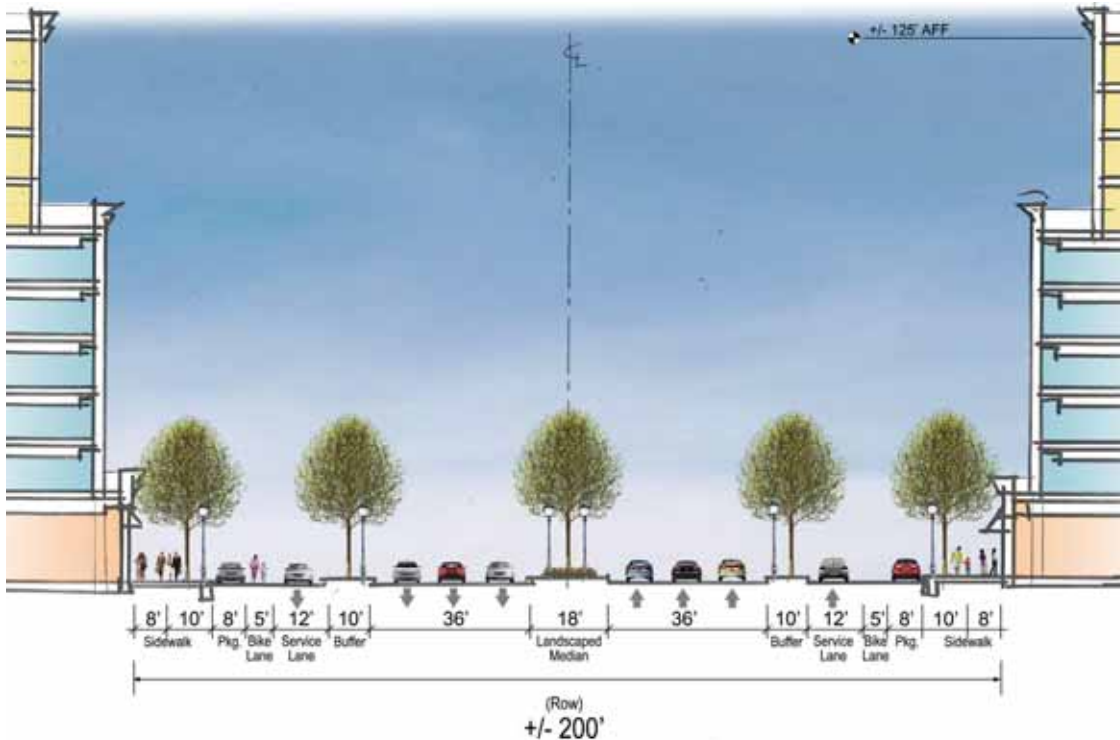
The Vision

- Coordinated service drive turnouts to provide more efficient and clearer access to and from Rockville Pike
- Existing traffic configuration remains intact

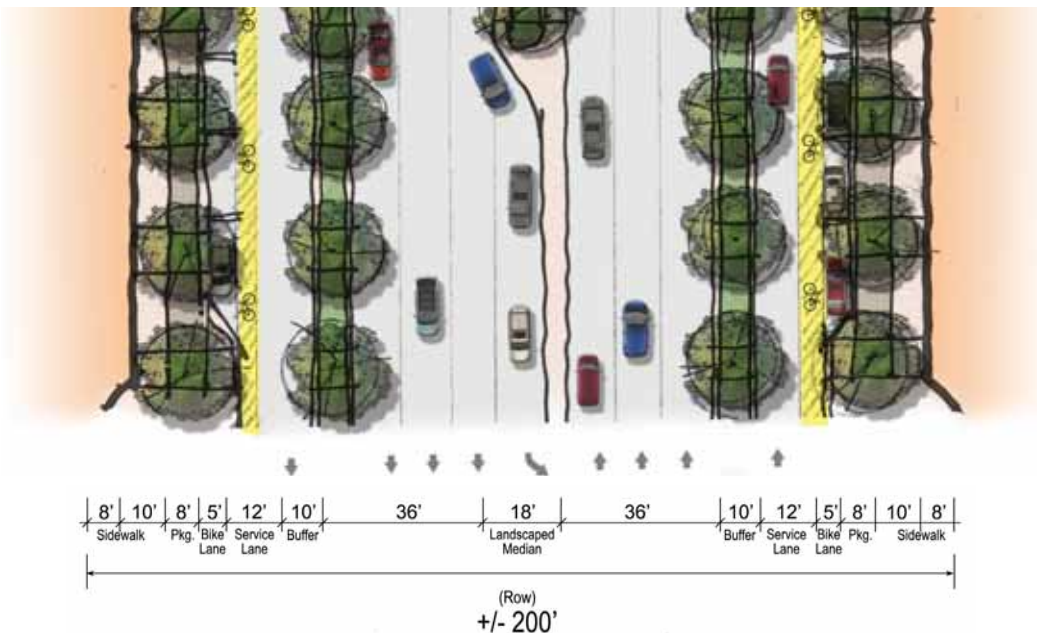
Principle 1 (continued)

Rockville Pike: Grand Boulevard

Section 4.1.3



Rockville Pike
Section



Rockville Pike
Plan

The Vision

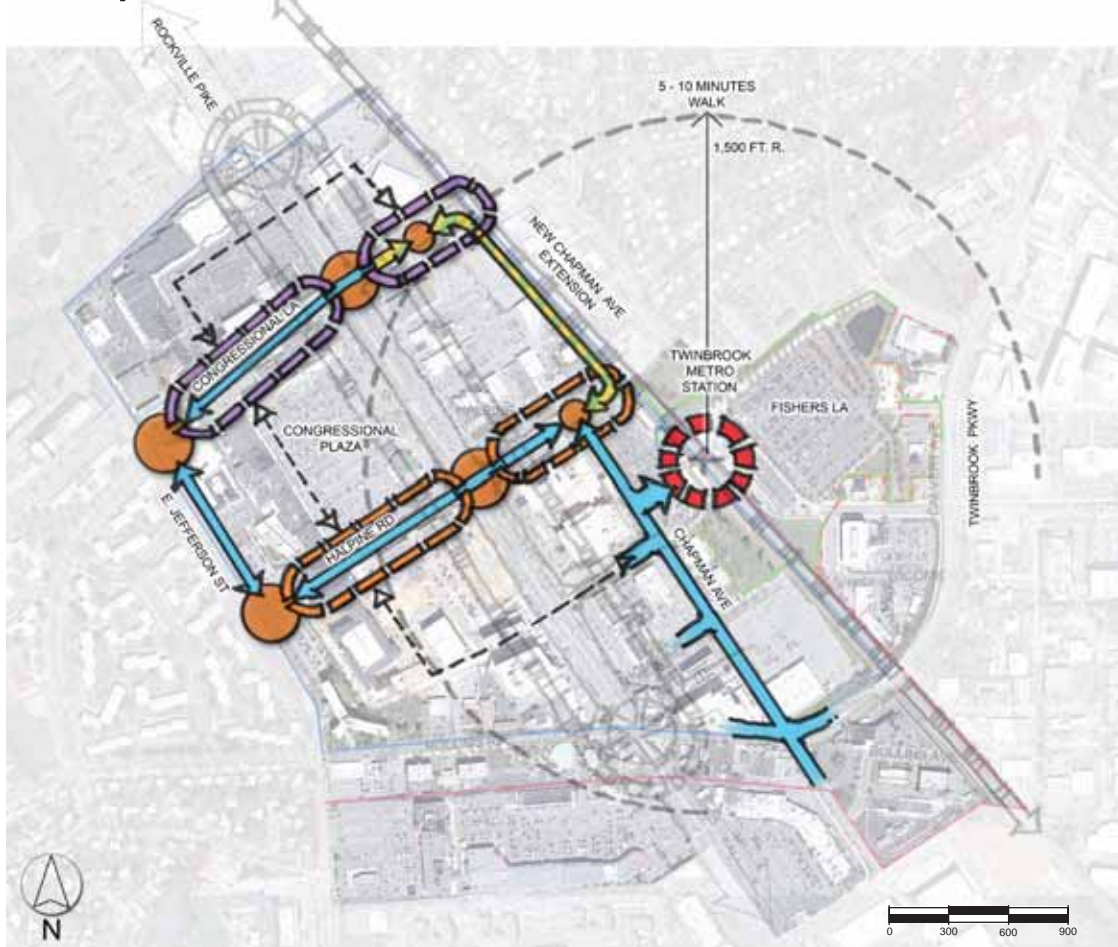
- Side landscape medians with double row of trees to create a distinct image for Rockville Pike
- New pedestrian environment along the edges
- New service drive containing a single through lane and parallel parking
- Organize potential taller buildings along the Rockville Pike Corridor

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Principle 2

Improve access to Metro

Section 4.2



*Improve connections
to the Metro Station
for all modes of access*

Current Reality

- The west and northeast sections of the district are isolated from the Metro Station
- Existing streets are not friendly to pedestrians
- Halpine and Rollins are the only east-west connectors to the Metro Station
- Rockville Pike is a major barrier to the Metro Station for pedestrians & bikes

Strategies

- Extend Chapman Avenue and connect with Congressional Lane
- Develop Halpine Road as mixed-use pedestrian-oriented street that connects to the Metro Station
- Develop Congressional Lane as multi-modal connector to the Metro Station – for cars, bicycles and pedestrians
- Cluster higher densities around the Metro Station and along Rockville Pike



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Principle 3

Transform the Environment

Section 4.3

Current Reality

- Needs places for public gathering
- Needs amenities for residential population

Strategies

- Create a significant new open space of an appropriate scale and character to serve the community
- Introduce ground-level retail amenities to service the residential community
- Create a network of pedestrian-oriented streets and new midblock passages to reduce reliance on cars and create a more balanced access patterns
- Create gathering places for the community



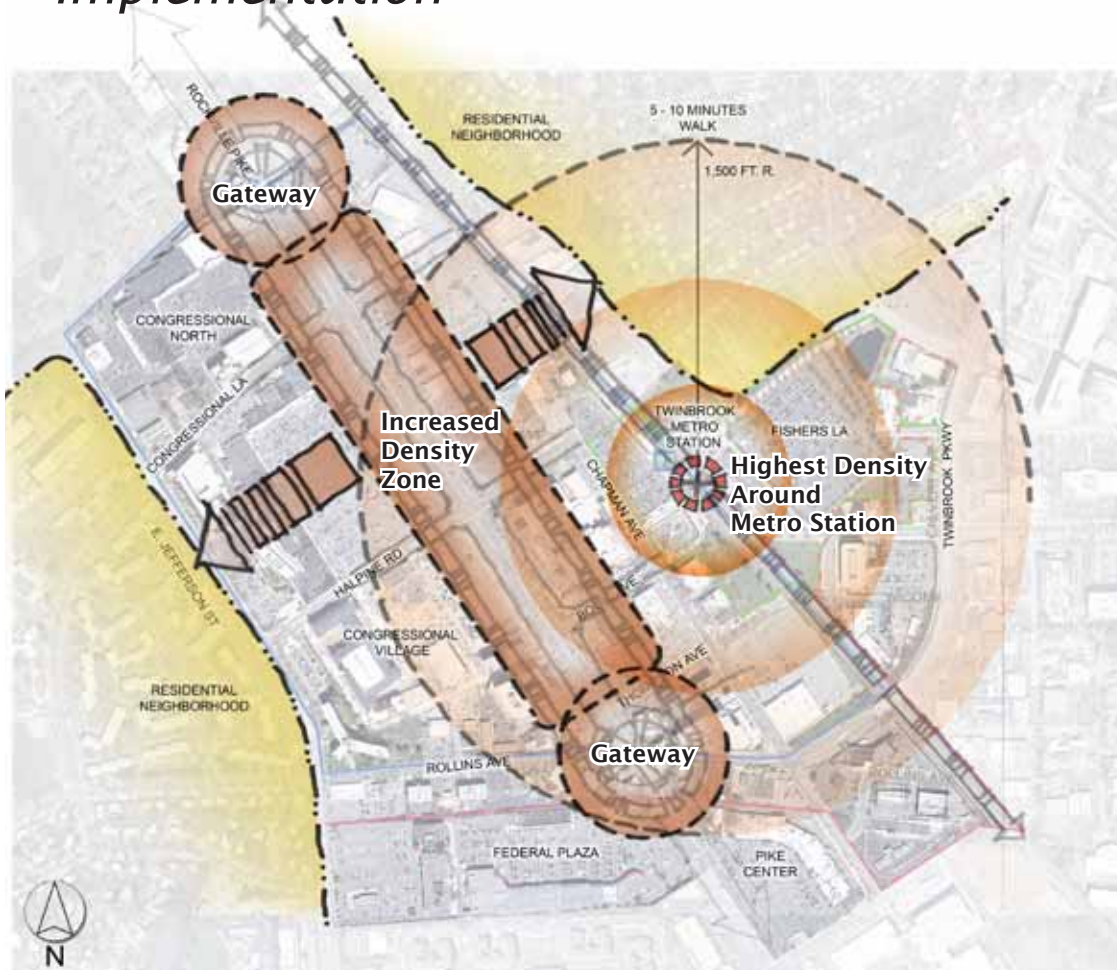
*Create an environment that
complements a higher intensity,
mixed-use, transit-oriented district*

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Principle 4

Implementation

Section 4.4



Current Reality

- “Optional Method” does not create sufficient incentive to implement significant improvements or larger vision for the district

Strategies

- Increased density bonuses should be tied to implementing the goals of the plan, including the Halpine Road mixed-use street, the Rockville Pike Boulevard and the new open space

*Allow greater density and height
to preserve open space
and to implement larger vision
of the TMP District*

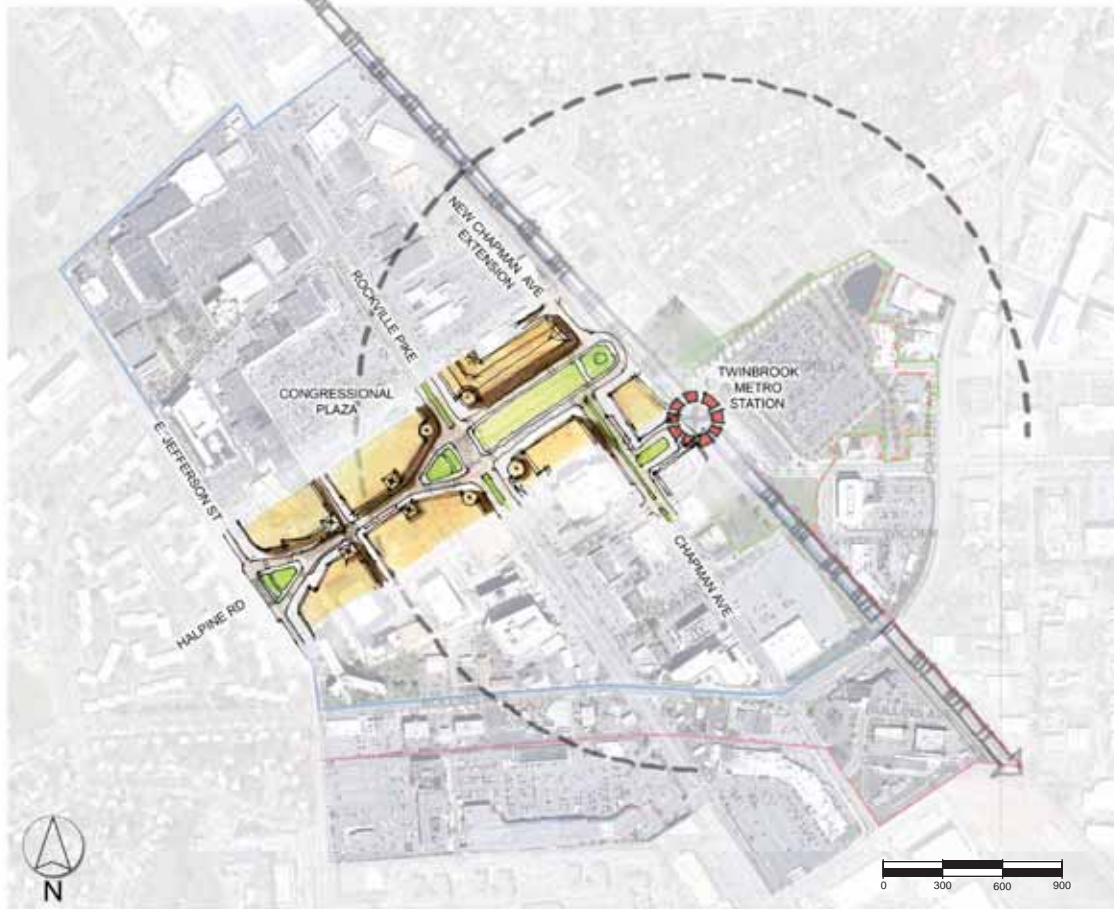


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Open Space Options

Halpine Road

Section 5.1



Vision

- Open space will complement pedestrian linkage to Twinbrook Metro station along Halpine
- Largely passive, with seating areas and walking paths, playgrounds and tot-lots
- Creates an environment for residential development along Halpine
- Uses pedestrian traffic along Halpine Road for retail activity

Two smaller, more intimate parks anchoring the east and west ends of Halpine Road connect residential to the metro

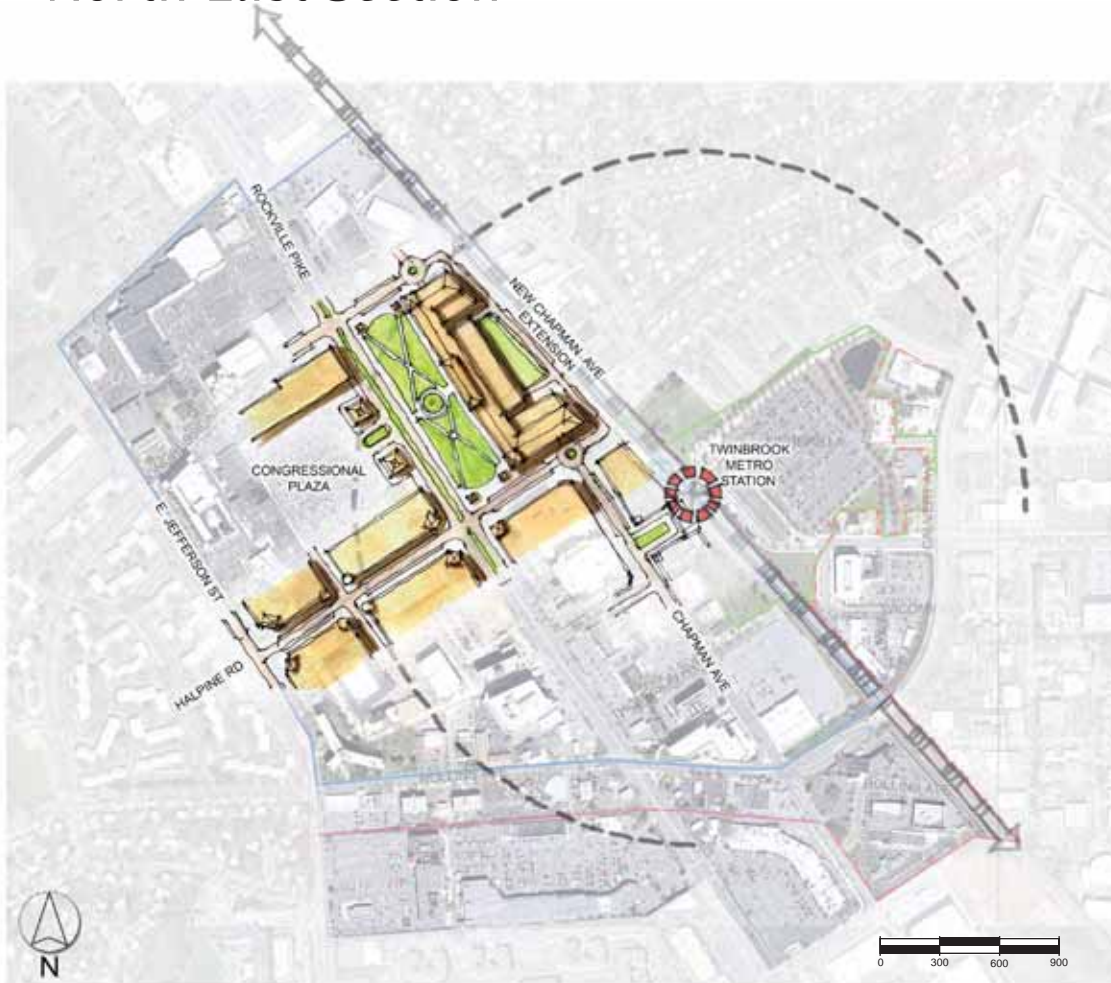


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Open Space Options

North East Section

Section 5.2



Vision

- Opportunity to link to a larger, regional network of open space and bicycle and jogging paths along Rockville Pike
- Create a sense of “arrival” to the district
- The linear configuration and central location of this open space makes it highly accessible to the entire district
- More open in character

*Creates a distinct image
for the Twinbrook section
of Rockville Pike
through an urban green park*

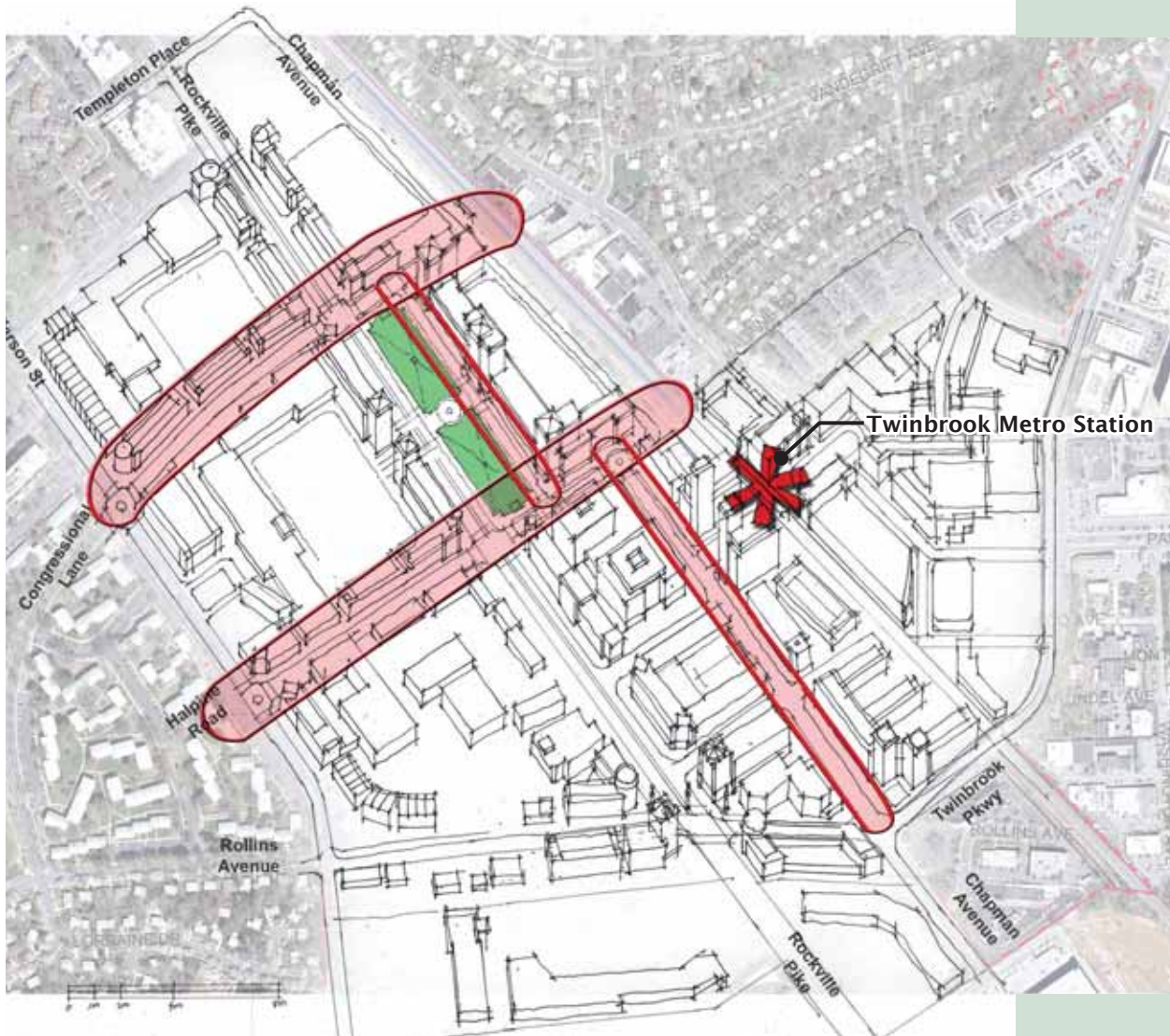


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Key Urban Elements

Pedestrian-Oriented Elevations

Section 6.1



Pedestrian-oriented elevations are pedestrian intensive streets, such as Congressional, Halpine, and Chapman. It will also figure prominently on the proposed Open Space between Congressional Lane and Halpine Road. In addition, pedestrian-oriented should:

- Exhibit a higher level of architectural detail especially at street level, and on storefront design.
- Focus particular attention on quality materials and applied details as compared to secondary elevations.
- Delineate long horizontal facades by dividing them into segments through vertical divisions or style changes

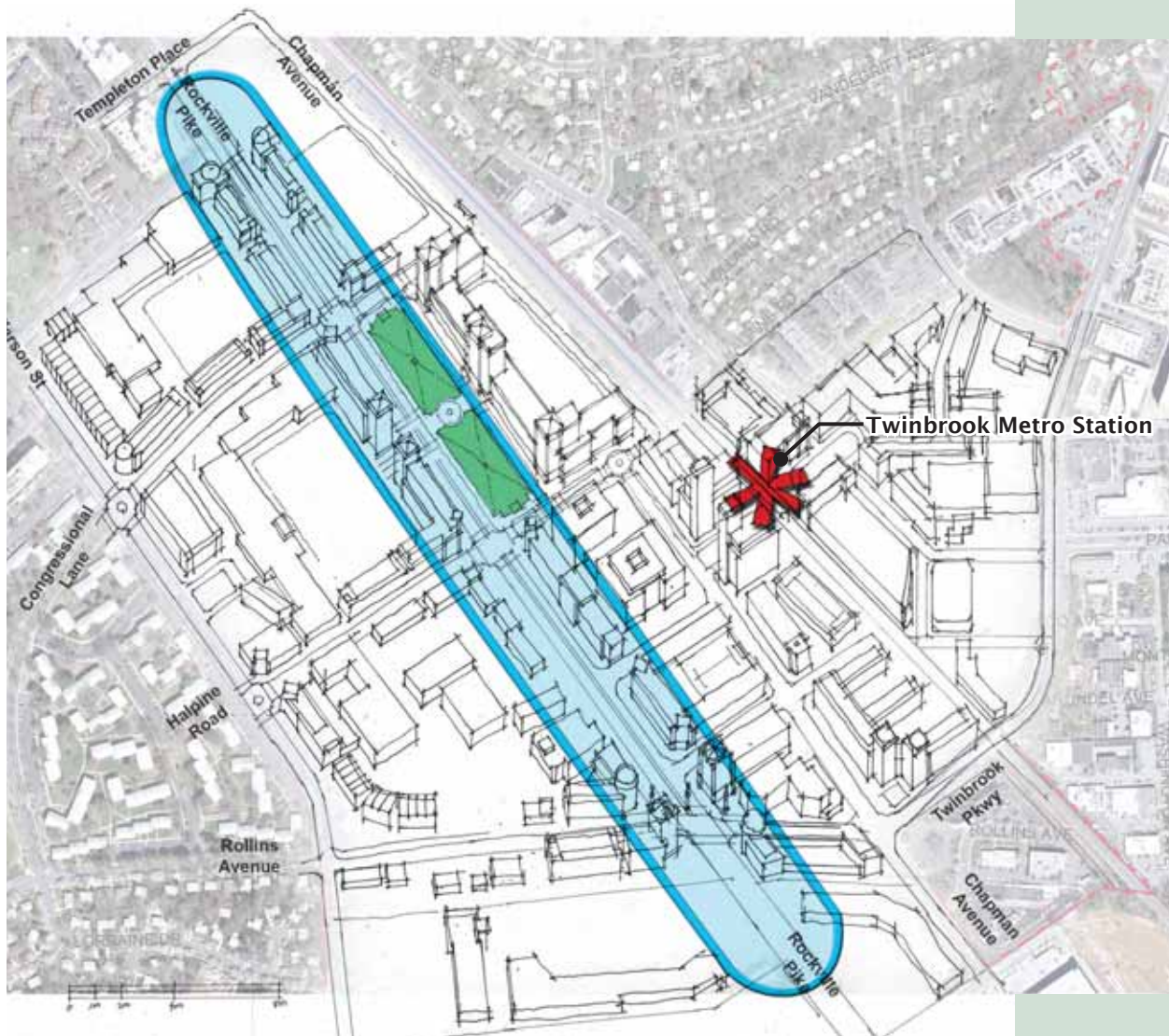
 **Pedestrian-Oriented Elevations**



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Key Urban Elements

Vehicular-Oriented Elevations



Vehicular-oriented elevations are less pedestrian intensive streets, so they will most likely occur along Rockville Pike - a 6-lane major arterial highway serving the county. In addition, vehicular-oriented elevations should:

- Maintain a palette of quality material, but the extent and coverage may be less than that of pedestrian-oriented elevations.
- Be designed as a simplified expression of pedestrian-oriented elevations with fewer vertical segment changes along the length
- Provide a streetscape treatment that is complimentary to the pedestrian-oriented elevations, but that is executed in a simplified scheme.

 Vehicular-Oriented Elevations



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Key Urban Elements

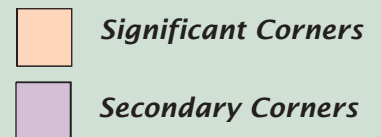
Significant & Secondary Corners

Section 6.3



Buildings located at **significant corners** should address the corner as a distinctive architectural element. Some significant corners may have entrances at street level while others may only be distinguished architecturally. In addition, significant corners should:

- Project higher than the surrounding buildings and may be manifested in a “tower element or similar treatment.
- Have distinctive character from block to block to help with orientation throughout the neighborhood.
- Aspire to a higher level of detail than surrounding buildings.

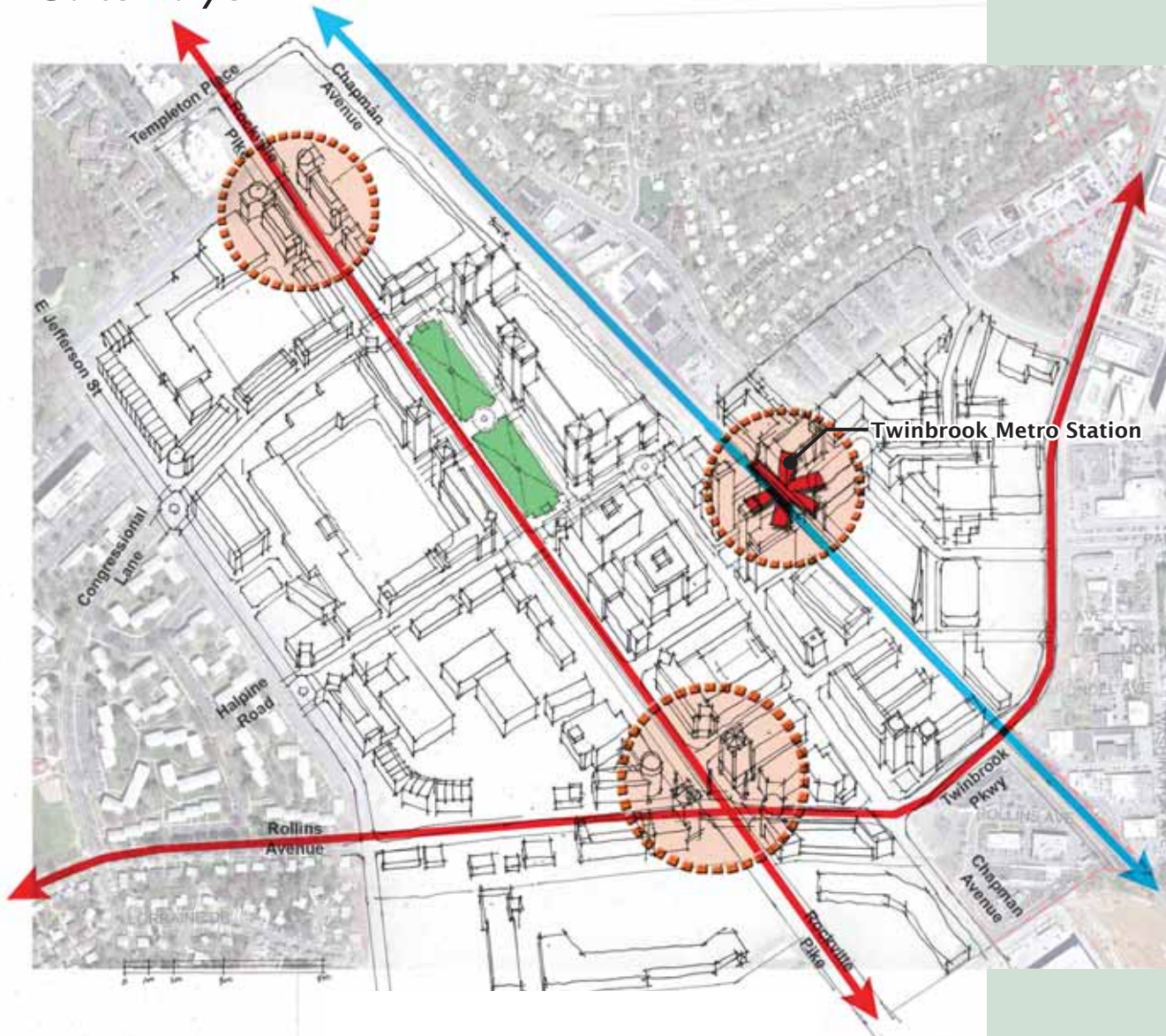


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Key Urban Elements

Gateways

Section 6.4



Gateways are elements that define an “edge” or create a pass through for pedestrians. In addition, gateways should:

- Have qualities that make them distinct from other streetscape pieces and from other gateways i.e. larger, taller, specially lit, change of materials.
- Be visible to pedestrian and vehicular traffic.
- Complement the character of the street and contain signage or artwork if appropriate.



Gateways

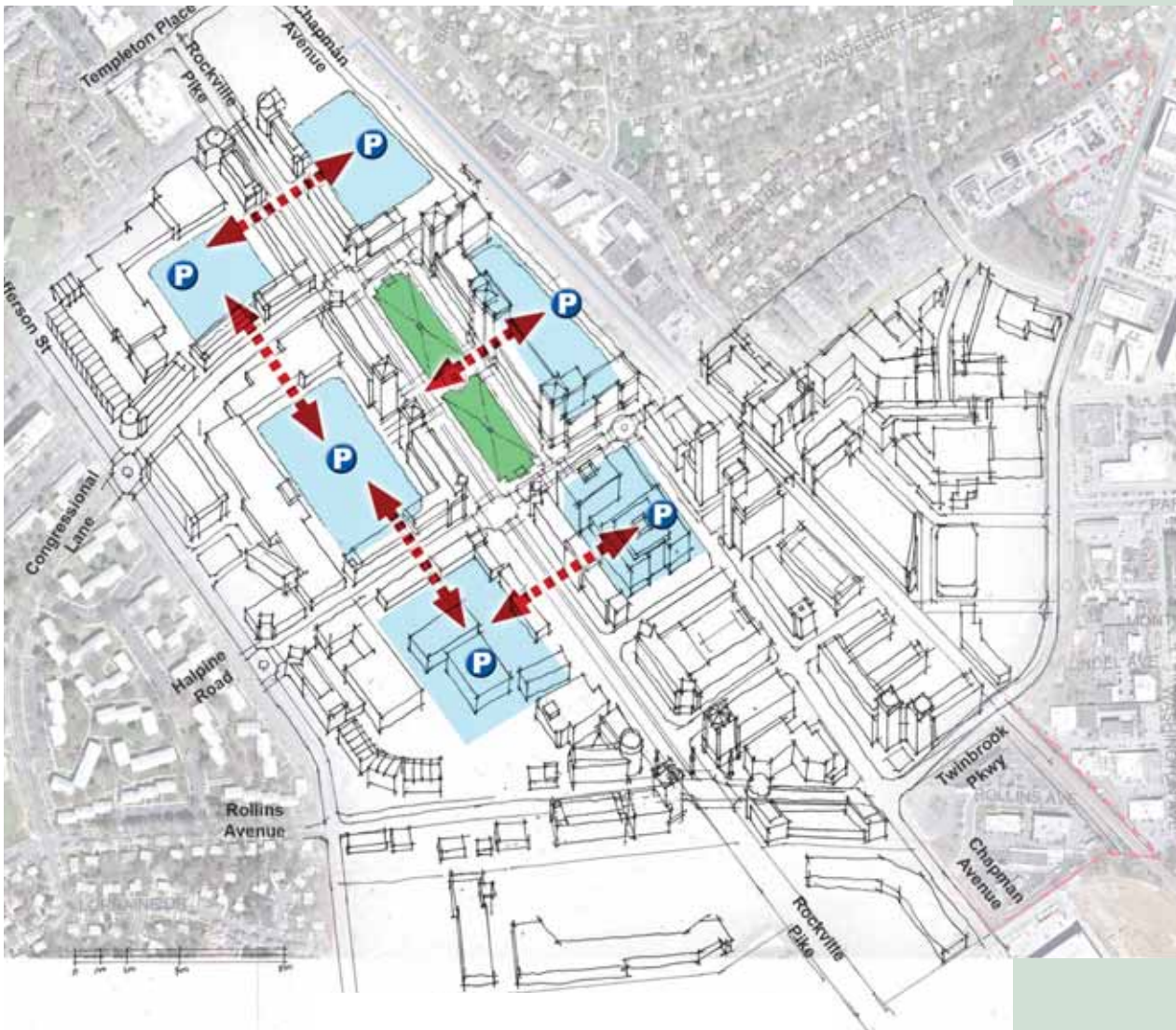


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Key Urban Elements

Vias & Parking



***Vias** are physical connections that give pedestrians access to the streets from parking areas located behind buildings, but vias are not vehicular. In addition, vias should:*

- Have storefront or restaurants facing them if possible, storefront entries should open to vias with some glass coverage for visibility.
- Be designed to accommodate cafe seating
- Exhibit an increased level of detail for paving, lighting, landscape and architecture around and within the via.
- Have a distinct character to help with orientation through a "name" addressing or unique decorative treatment such as a special paving pattern.



Parking



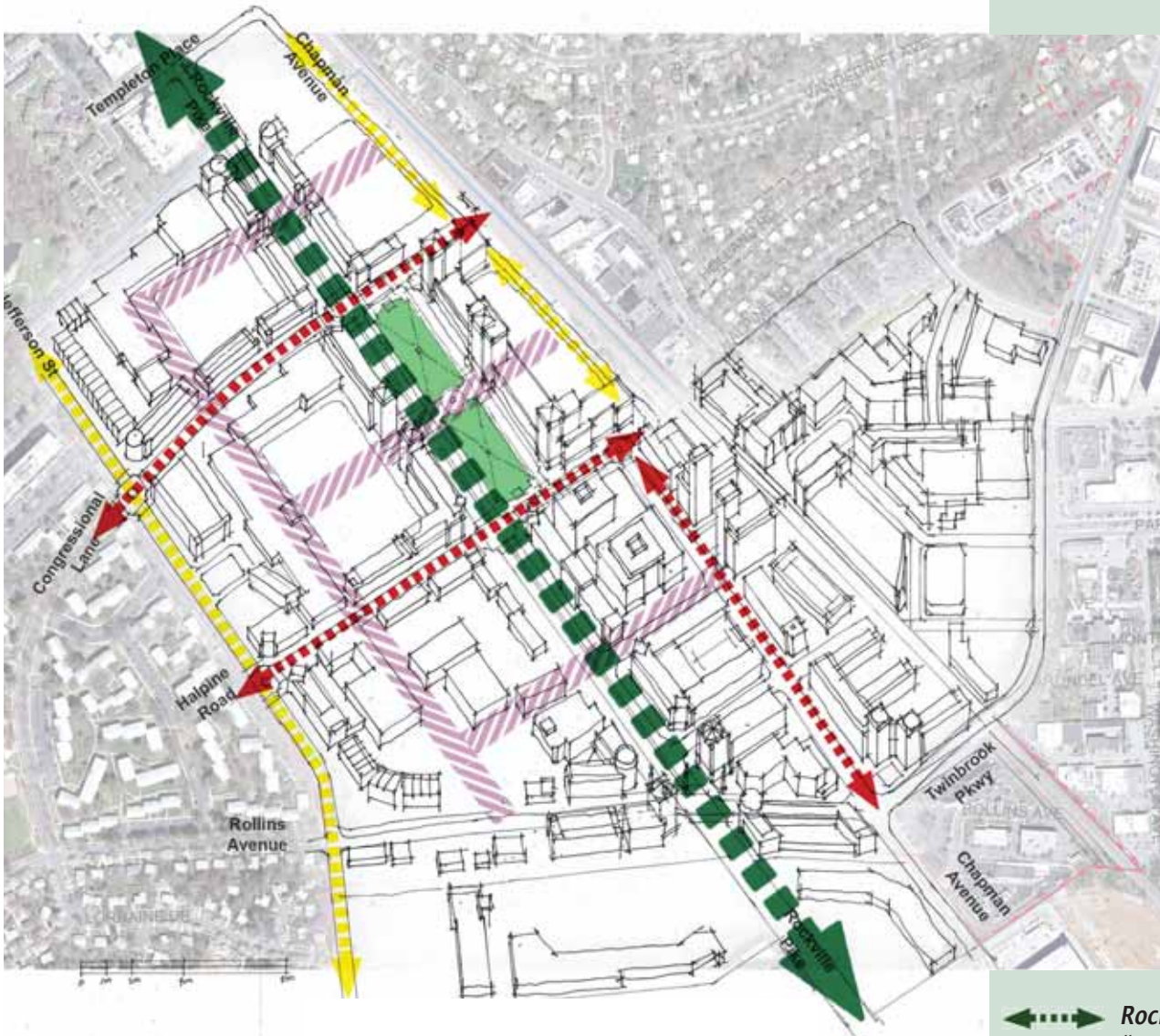
Pedestrian Via



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Typical Blocks & Sizes



Typical blocks should accommodate a variety of parcelizes which allow for flexibility in responding to market demands. In addition, typical blocks should:

- *Increase opportunity for viable street frontage for commercial and residential buildings.*
- *Improve pedestrian permeability through the blocks.*
- *Improve vehicular access and side street vehicular capacity.*
- *Increase parallel parking opportunity.*
- *Break down continuous building masses*

-  **Rockville Pike**
"Boulevard"
-  **Congressional Lane,**
Alpine Road
& Chapman Avenue
-  **"Alley"**
-  **Jefferson Street**
Chapman Avenue
Extension
"Residential Streets"

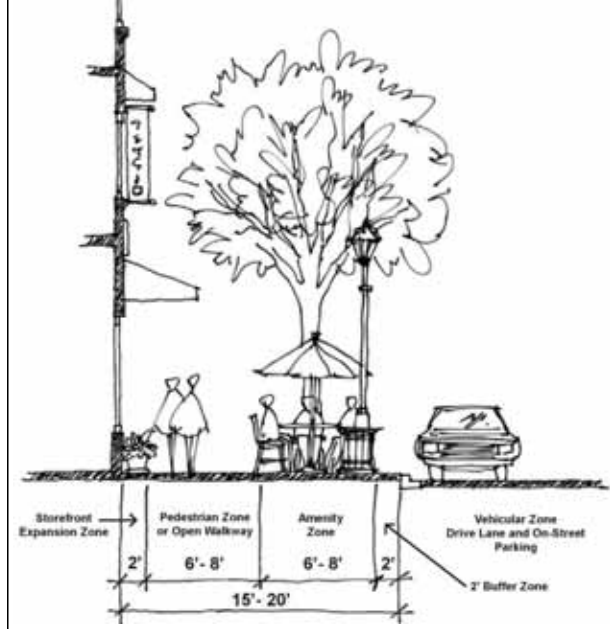
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Critical Streets

Halpine Road

Section 7.1

NOTE: Dimensions will vary depending on location



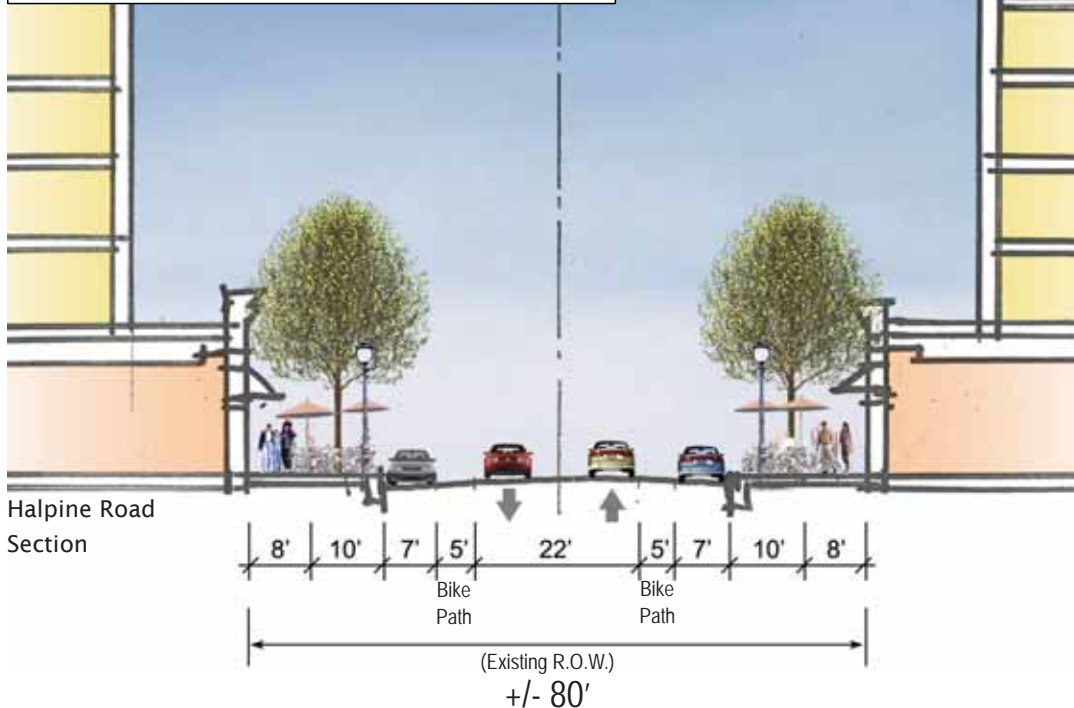
Halpine Road

Existing

- Not a through- street network beyond the district boundaries

The Vision

- Make it a through street, connect across Rockville Pike
- Break- up the large blocks by introducing mid- block streets
- Narrow existing road eliminate one lane in either direction
- Create an environment that reinforces pedestrian activity
- Mixed- use with street oriented retail and residential above
- Buildings built up to the street to create a sense of enclosure and scale
- Parallel parking on both sides of the street to buffer pedestrians from cars



Halpine Road
Key Plan

Critical Streets

Congressional Lane

Section 7.2

Congressional Lane

Existing

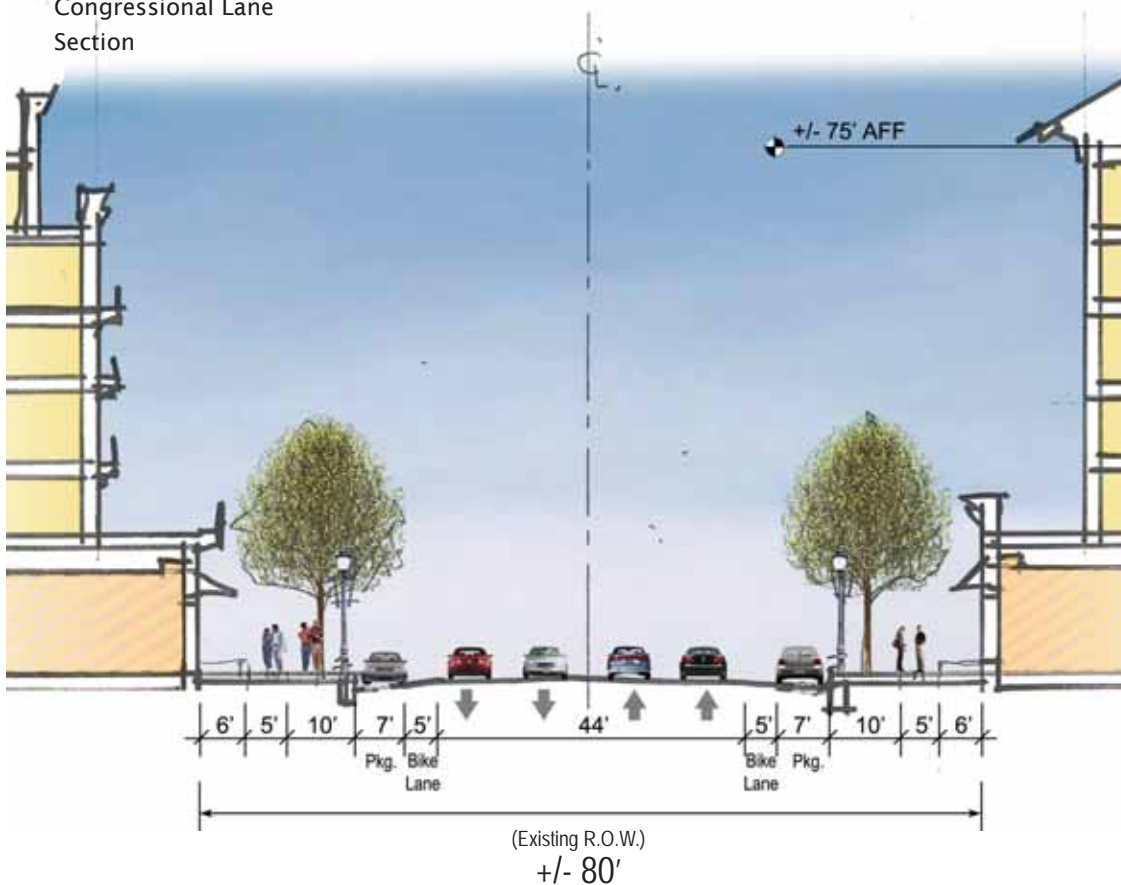
- The only east- west street that connects to the larger network of the district

The Vision

- Connect to Chapman Extension to provide a direct east- west route across Rockville Pike
- Multi- modal connector to the Metro Station – for cars, bicycles and pedestrians
- Residential addressing street with a broad, green setback and a generous planting buffer along either side that can accommodate a bicycle lane and parallel parking, as well as two- lanes of traffic in both directions
- Possibility for mixed- use development with active ground level uses



Congressional Lane
Section



Congressional Lane
Key Plan

Critical Streets

East Jefferson Street

Section 7.3

East Jefferson Street

Existing West side:

- Residential
- Surface parking and green setbacks

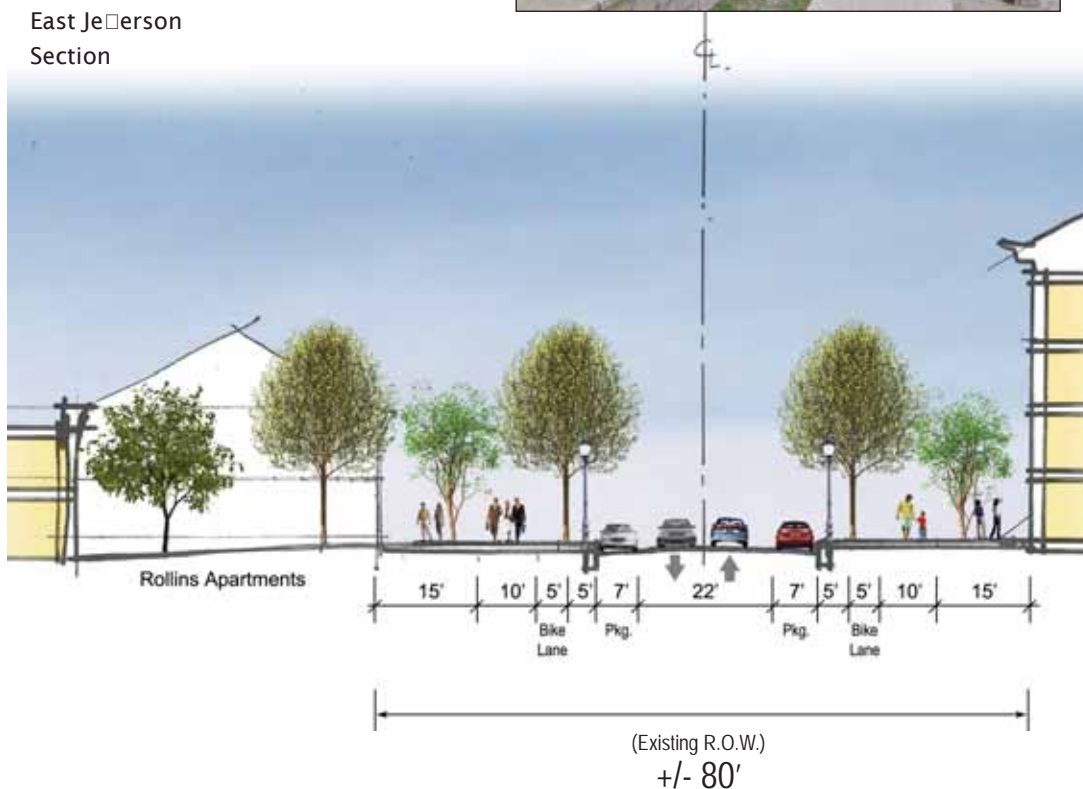
Existing East side:

- Surface Parking
- Backs of commercial buildings

The Vision

- Create green setback on the east side of Jefferson
- Jefferson as a buffer/transitional street separating the residential districts from the Twinbrook District

East Jefferson
Section



East Jefferson
Key Plan

Critical Streets

Rollins Avenue

Section 7.4



Rollins Avenue

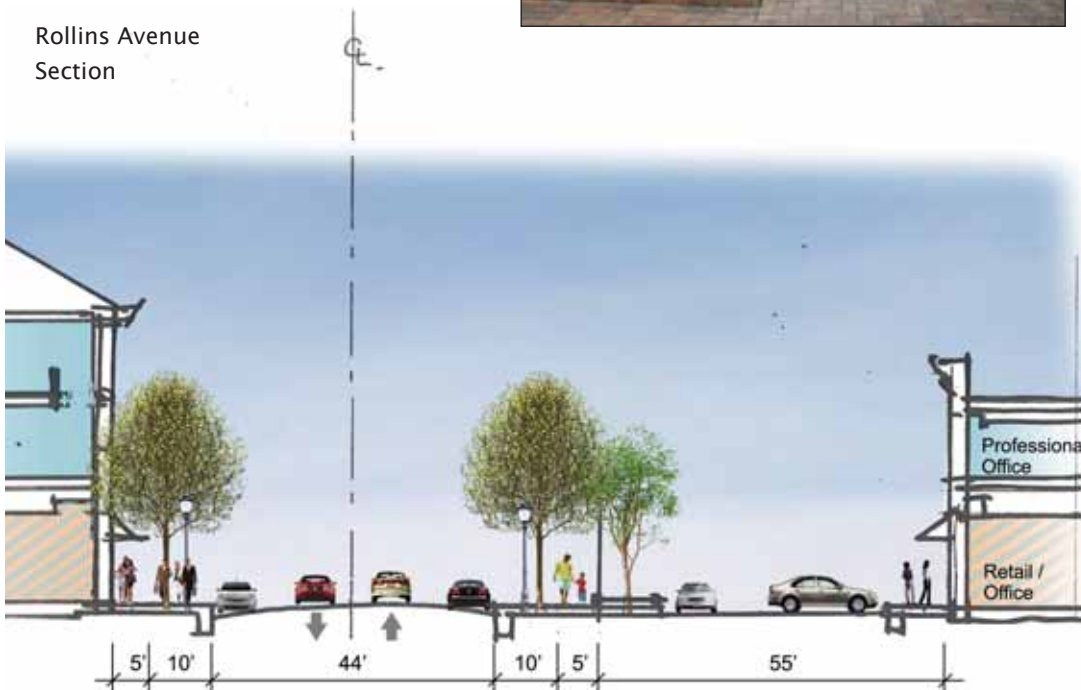
Existing

- Surface parking lots
- No distinct image
- Largely commercial

The Vision

- Landscaped median screens parking and creates pedestrian zone

Rollins Avenue
Section



Rollins Avenue
Key Plan

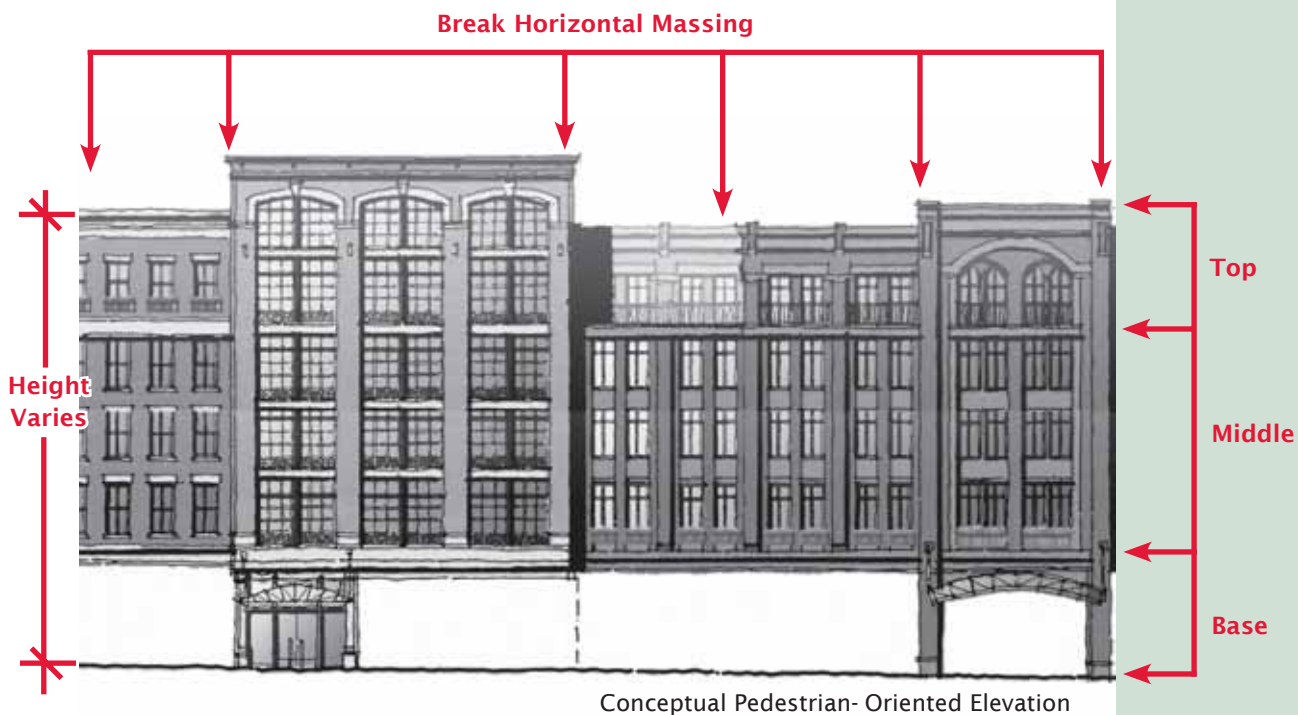
Architectural Elements

Section 8.1

Base Building Layer

The following pages are meant to illustrate a conceptual approach to the architectural expression of the TMP District development and are intended as a minimum design standard for architects and designers involved in the project. All participants will be required to meet this threshold, and will be encouraged to exceed it as designs develop.

By using a section of a typical Pedestrian- Oriented Elevation (see page 12), the following elevations will illustrate the “layers” that should be considered as part of the design process and how they “could” relate to an elevation on Halpine Street, Congressional Lane or Chapman Avenue. The integration of all these layers will contribute significantly to the character of the TMP District but also to the foundations of a “new neighborhood”.



Base Layer

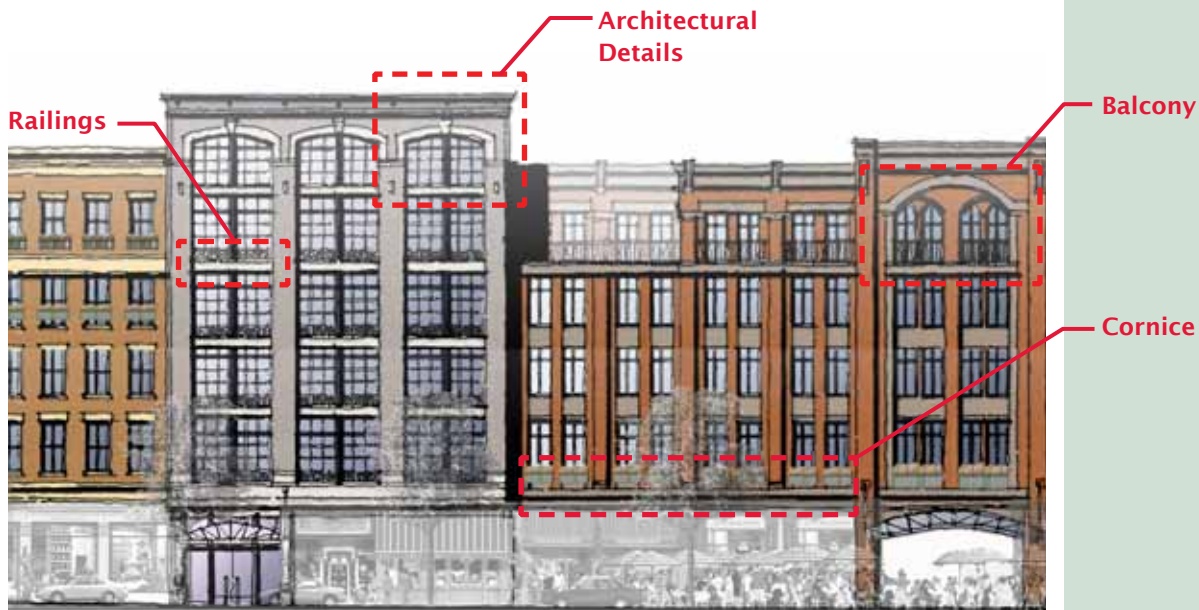
- Break horizontal massing into smaller units to create a “chronological character”; i.e. a sense of buildings that have been built over the course of many years
- Break vertical massing into smaller units, i.e. base, middle, top, to provide a “human scale” to the elevation
- Vary rooflines and types as a part of the horizontal massing to create an interesting “skyline”
- Avoid the use of multi-story glass curtain walls

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Architectural Elements

Architectural Detail Layer

Section 8.2



Architectural Detail Layer

- Utilize a variety of architectural elements such as balconies, railings, window boxes, mullions and cornices to add a level of dimensional detail to the elevations
- Incorporate “authentic materials” and a high level of detail on the elevations\ located especially at pedestrian level
- Vary colors from building to building



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Architectural Elements

Storefront Layer

Section 8.3



Storefront Layer

- Allow storefront designs to express their individual character or “brand identity” so that a varied “texture” and experience can be achieved along the length of the street



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Architectural Elements

Sidewalk Layer

Section 8.4

Typical Elevation



Sidewalk Layer

- Consider the sidewalk/streetscape elements as a part of the “extended” architectural expression of the elevations



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Architectural Elements

Landscape Layer

Section 8.5



Landscape Layer

Consider landscaping treatments such as trees, shrubs, planters and potted plants as a final layer on the elevations. They will provide a complement to any natural materials used on the elevations



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